

Message

From: Fiksdal, Nels [Nels.Fiksdal@mallinckrodt.com]
Sent: 2/21/2014 12:51:12 AM
To: Rosenfeld, Debra [Debra.Rosenfeld@mallinckrodt.com]
CC: mcooper@inventivhealth.com; Meyer, Jay E [Jay.MEYER@mallinckrodt.com]
Subject: rosenfeld coaching report
Attachments: rosenfeld 2.6.14 coaching report.pdf

Debra

Thank you for your hard work profiling new accounts and driving Exalgo and 2% sales with established writers. As discussed during our first work session, we must get selfish and hyper focused to ensure we pace the rest of the nation.

Focus on two things: top potential customers and seeking to understand.

- Top customers: create a weekly call cycle with your core group of 20 - 30 customers and fill in secondary calls after you meet the core at times that are best for them.
- Seeking to understand (clinical): Pre-call plan each conversation by identifying what the one thing we need to know about the clinical perspective and ask it that day.
- Seeking to understand (business): assess each account in terms of how their current treatment decisions flow through the clinic and what the next 1% will be that we can convert.

I am glad we have this opportunity to launch multiple products together. Please don't hesitate to call as the business needs arise.

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